Please amend the following claims which are pending in the present

application:

1. (Currently amended) A method for providing information to a user accessing

a World Wide Web site, comprising:

(i) serving an advertisement associated with a first World Wide Web

site, wherein said advertisement has a plurality of associated selectable

options that are displayed when said advertisement is displayed, further

wherein each of said plurality of selectable options has an associated

information delivery process, wherein the associated information delivery

process differs for each of said plurality of selectable options;

(ii) receiving an indication of a selection of <u>one of</u> said ~~one~~ plurality of

selectable options associated with said advertisement;

(iii) receiving an input from the user identifying where the information

is to be sent, the input ~~differing~~ depending on the selection made in (ii); and

(iv) providing information associated with said advertisement via said

information delivery process associated with the selected one of said plurality

of selectable options.

2.   (Original) The method of claim 1, wherein said advertisement has at least one subject matter topic associated with it and said information is directed at least in part to said subject matter topic.

3.   (Original) The method of claim 1, further comprising:

receiving an indication of personal information used during said providing information associated with said advertisement via said information delivery process.

4.   (Currently amended) The method of claim 1, where said providing information associated with said advertisement via said information delivery process includes at least one of the following:

redirecting a browser to a second World Wide Web site containing said information;

providing a hyperlink to a second World Wide Web site, wherein said second World Wide Web site contains said information;

emailing said information;

providing an indication that said information will be provided in an email message;

serving said information as part of a new advertisement associated with said first World Wide Web site;

serving said information as part of said World Wide Web site;

facsimileing said information; and

mailing said information to a postal address.

5.   (Original) The method of claim 1, wherein said indication of a selection of said selectable option associated with said advertisement is received from a user accessing said first World Wide Web site and further comprising:

determining personal information associated with said user.

6.   (Original) The method of claim 5, further comprising:

providing at least a portion of said personal information associated with said user to a third party.

7.   (Currently amended) The method of claim 5, wherein <u>providing information associated with said advertisement via</u> said information delivery process is based at least in part on said personal information.

8.   (Original) The method of claim 5, wherein said personal information includes at least one of the following:

an email address;

a postal address;

an age;

a telephone number;

a facsimile number;

a user preference;

a credit card number; and

a user identifier.

9. (Original) The method of claim 5, wherein said determining personal

information associated with said user includes:

receiving an indication of said personal information associated with

said user.

10. (Original) The method of claim 1, further comprising:

providing an indication of said selection of said selectable option to a

third party.

11. (Currently amended) The method of claim 1, ~~wherein said information~~

~~associated with said advertisement includes~~further comprising providing a

notice that additional information will be provided by a third party.

12. (Original) The method of claim 1, wherein said information associated with said advertisement includes a request for consent to receive additional information.

13. (Original) The method of claim 11, further comprising:

receiving an indication of a consent to receive said additional information.

14. (Original) The method of claim 11, further comprising:

providing said additional information.

15. (Currently amended) The method of claim ~~1~~11, further comprising:

providing a notice that ~~said~~ additional information will be provided by a third party.

16. (Original) The method of claim 11, wherein said information associated with said advertisement includes a request for consent to receive additional information and a notice that said additional information will be provided by a third party.

17. (Currently amended) A method for providing information to a user accessing a World Wide Web site, comprising:

(i) serving a displayable item associated with a World Wide Web site, wherein said displayable item has at least two associated selectable options and each of said two selectable options has a different associated information delivery process;

(ii) receiving an indication of a selected one of said at least two selectable options;

(iii) receiving an input from the user identifying where the information is to be sent, the input ~~differing~~ depending on the selection made in (ii); and

(iv) providing the information associated with said displayable item via said information delivery process associated with said selected one of said at least two selectable options.

18. (Cancelled)

19. (Original) The method of claim 17, wherein said displayable item includes an advertisement.

20. (Original) The method of claim 17, wherein said displayable item includes at least one of the following:

an image;

a hyperlink associated with at least one of said two selectable options;

a banner;

a button; and

a badge.

21.   (Currently amended) A method for facilitating delivery of third party information to a visitor of a World Wide Web site, comprising:

(i) displaying a displayable item on a World Wide Web site, wherein said displayable item is associated with a third party and has a plurality of associated selectable options, further wherein each of said plurality of selectable options has an associated information delivery process, wherein the associated information delivery process differs for each of said plurality of selectable options;

(ii) receiving an indication of a selection of one of said plurality of selectable options associated with said displayable item;

(iii) receiving an input from the user identifying where the information is to be sent, the input differing depending on the selection made in (ii); and

(iv) providing an indication of said selection to said third party.

22.   (Original) The method of claim 21, further comprising:

providing an indication of said information delivery process to said third party.

23.   (Currently amended) The method of claim 21, further comprising:

providing ~~contact~~ user information to said third party for use in said information delivery process.

24.   (Currently amended) The method of claim 23, wherein said ~~contact~~ user information includes at least one of the following:

an email address;

a postal address;

a telephone number;

a facsimile number;

a user preference;

a credit card number; and

a user identifier.

25.   (Currently amended) A method for facilitating information transfer to a user accessing a World Wide Web site, comprising:

(i) displaying a displayable item associated with a first World Wide Web site, wherein said displayable item has a plurality of associated

selectable options, further wherein each of said plurality of selectable options

has an associated information delivery process, and wherein the associated

information delivery process differs for each of said plurality of selectable

options;

(ii) receiving an indication of a selection of one of said plurality of

selectable options associated with said displayable item;

(iii) receiving an input from the user identifying where the information

is to be sent, the input ~~differing~~ depending on the selection made in (ii); and

(iv) providing an indication of said selection to a second World Wide

Web site.

26. (Currently amended) A system for providing information, comprising:

means for distributing an advertisement associated with a World Wide

Web site, wherein said advertisement has a plurality of associated selectable

options that are displayed when said advertisement is displayed, further

wherein each of said plurality of selectable options has an associated

information delivery process, and wherein the associated information

delivery process differs for each of said plurality of selectable options;

means for detecting an indication of a selection of one of said plurality

of selectable options associated with said advertisement;

means for receiving an input from the user identifying where the

information is to be sent, the input ~~differing~~ depending on the selection made;

and

means for transmitting <u>electronic</u> information associated with said

advertisement via said information delivery process associated with the

selected one of said plurality of selectable options.

27. (Currently amended) <u>A computer readable storage medium, having stored</u>

<u>thereon a plurality of instructions, said plurality of instructions when executed by a</u>

<u>computer, cause said computer to perform a method</u> ~~An article of manufacture,~~

comprising:

~~computer program means for~~ distributing a displayable item

associated with a World Wide Web site, wherein said displayable item has at

least two associated selectable options and each of said two selectable options

has a different associated information delivery process;

~~computer program means for~~ detecting an indication of a selected one

of said at least two selectable options;

~~computer program means for~~ receiving an input from the user

identifying where the information is to be sent, the input ~~differing~~ depending

on the selection made; and

~~computer program means for~~ transmitting <u>electronic</u> information

associated with said displayable item via said information delivery process

associated with said selected one of said at least two selectable options.